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ABSTRACT

The University of North Carolina at Chapel Hill community has long been in need of a coordinated and expanded information service. Students, particularly those in the General College, have had great difficulty obtaining information concerning academics, transportation, sports, cultural events, or merely a telephone number. The present services are inadequate for various reasons. They are scattered, overburdened, incomplete and often overlapping. The problem has been aggravated by the recent growth in the size of the student body. The reorganization and coordination of the present system would render information more accessible and its dissemination more efficient. The following report is intended to study the existing services, discuss the problems encountered with these services, and offer some proposals for solutions. The proposal is broken down into three areas: telephone locator, ticket sales and general information. Each area is discussed separately.
(Author/SJ)

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A REPORT ON INFORMATION SERVICES AT THE UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

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The university community has long been in need of a coordinated and expanded information service. Students, particularly those in the General College, have had great difficulty obtaining information concerning academics, transportation, sports, cultural events, or merely a telephone number. The present services are inadequate for various reasons. They are scattered, overburdened, incomplete and often overlapping. The problem has been aggravated by the recent growth in the size of the student body. The reorganization and coordination of the present system would render information more accessible and its dissemination more efficient.

The following report is intended to study the existing services, discuss the problems encountered with these services, and offer some proposals for solutions. This report is based, in part, upon one made in the spring of 1971 with the help of Dr. Raymond Carpenter and Dr. Kenneth Shearer of the School of Library Science and under the impetus of Chris Daggett, Vice President of the student body. That report, prepared by Dr. Shearer's Library Science 100 students, has been incorporated into the present proposal.

The proposal is broken down into three areas: telephone locator, ticket sales and general information. Each area will be discussed separately.

I. SERVICES NOW OFFERED AND THEIR PROBLEMS

A. TELEPHONE LOCATOR

At the present time, the locator services offered at UNC are a confusing, incomplete mixture of the Chapel Hill Telephone Company, owned and operated by the University, and the Student Union Information Desk, staffed

and financed entirely by students. The Chapel Hill Telephone Company keeps telephone numbers of the townspeople in Chapel Hill and Carrboro as well as some of the phone numbers of the university community. The student listing is the least accurate and complete because the telephone company lists only those students who are actually billed for services and those students who pay an additional service charge ($.35) at the beginning of each month. Consequently, dormitory rooms having two, three, or four occupants have only a listing for one of the students even though all share the cost of the telephone. The result is an incomplete student listing at the telephone company.

The Student Information Desk (hereafter referred to as SID) is the locator service for the university. It maintains a listing for all students who, at registration in September, correctly fill out emergency locator forms. These forms are taken from registration, alphabetized, and placed at the desk before the first day of classes. Since the Office of Records and Registration and the telephone company take from three weeks to a month to compile their listings, the SID is the first and most accurate source of student addresses and phone numbers. However, since all graduate and professional students do not register in the same manner as undergraduates, listings for these students are sometimes never obtained by SID. In addition, due to the heavy volume of calls at the first of the year (our study showed about 4,500 calls in a period of one week--see Appendix A), the staff at SID cannot answer the phone and keep the files updated at the same time. After this initial period, because of insufficient staffing and lack of proper forms, SID does not maintain an updating service for the files.

In addition to the problems mentioned above, the SID has only two telephone lines, resulting in the constant frustration of students, faculty and administrators who continuously receive a busy signal. For example, the results of interviewing 175 students over a period of several weeks showed that the main complaint with services offered at SID was the inability to get through to the desk. (The results of the interviews are on file in the library of the School of Library Science in Manning Hall.)

A difficulty arises from the hours of operation. Since SID is only open from 8 a.m.-11 p.m., Monday-Thursday, 8 a.m.-12 p.m., Friday, 9 a.m.-12 p.m., Saturday, and 11 a.m.-11 p.m., Sunday, locator service is not offered at some crucial times. When an emergency arises after hours, a telephone number is often impossible to obtain. Frequently a reply of "no listing" is received from the telephone company. As a result the caller is often referred to the police, who must walk over to SID, unlock the offices, check the files, then call the person back to give him the number. This loss of time and sometimes the inability to locate the telephone number may further complicate an emergency situation. Another alternative in emergencies is to contact the appropriate Resident Advisor, often burdening him with a task for which he is unprepared and for which he is furthermore sometimes unqualified to assume.

A final problem concerns the privacy of students. Since the locator cards at SID have information concerning campus address and phone number, home address and phone number, major and year in school, the SID is constantly badgered by insurance salesmen drawing up mailing lists. This invasion of privacy precipitates complaints by students.

In conclusion, the locator services operated by the University are inadequate, inaccurate, overlapping and at times an invasion of personal privacy of the student. These problems are growing each year as more and more students and faculty members enter the university community. A workable solution is desperately needed.

B. TICKET SALES

At the present time, ticket sales at the University are conducted at a number of locations. Athletic tickets are all handled through the ticket office at Carmichael Auditorium; Playmaker's Theatre tickets are sold at Graham Memorial, various locations in downtown Chapel Hill and occasionally at SID; tickets for the Morehead Planetarium are sold through the ticket office there; and tickets for most other University functions (concerts, speakers, movies, etc.) are sold at SID and other locations. This situation leads to confusion. Many people come to SID, only to find that they are at the wrong place. Often, the staff is not certain where tickets are being sold or what the prices are.

Since there are only two telephone lines at SID (the same ones handling the locator service), the volume of calls and subsequent problems are only increased.

A final problem concerns staffing. At most times there are only two staff members at SID. When tickets are being sold, then only one person is available to answer the telephones and to give out locator information. Also, the tickets can only be sold between the hours of 10 a.m. and 7 p.m. Those wishing to obtain tickets later in the evening are unable to do so.

In short, ticket sales locations are randomly situated across the campus in a manner which does not best answer the needs of the university community.

C. GENERAL INFORMATION

At the present time, general information concerning UNC is collected, disseminated and updated in a number of fashions by a number of groups, the principal one being SID. Data concerning groups dealing with general information was collected from the following: THE DAILY TAR HEEL, Chapel Hill Telephone Company, International Student Center, Placement Office, Office of Records and Registration, Cashier's Office, Housing Office, Health Science Library, Wilson Library, House Library, Lost and Found (Smith Building), UNC News Bureau, Sports Information Director, WUNC-FM (Swain Hall), WUNC-TV (Swain Hall), WCAR (Ehringhaus), Population Control Center, Population Services, Drug Abuse Center (Beard Hall), Student Aid Office, Dean of Men, Office of Student Affairs, Office of Residence Life, South Building Information Desk, Guidance and Testing, YM-YWCA, Campus Police, departmental secretaries, and all UNC informational publications. An attempt was made to obtain the following information about each of the above named sources: operational cost, degree of university financial support, space and number of telephones, hours of operation, total number of man hours a week, the important services provided, the printed guides, lists, services, etc. for solving informational needs, the overall functions of the organization, total number of questions per unit of time, job descriptions of staff, and a brief subjective evaluation of the unit vis-a-vis its becoming the coordinating unit for campus.

Generally speaking, it was found that each unit provides some unique service; however, there is a great deal of overlapping, a problem in updating, and confusion as to who offers what service on campus. (The tablet containing the survey of information resources will be kept on file in the library of the School of Library Science in Manning Hall).

The general services that SID presently provides are:

1. A mail drop for U.S. and campus mail.
2. A drop-off point for the lost and found center operated at Smith Building by the Alpha Phi Omega Fraternity.
3. Mail delivery for all offices in the Student Union.
4. A master key to open doors for meeting rooms and offices in the Union.
5. General information about campus events.
6. Information about buildings, offices, etc. on the campus.
7. Desk copies of all major UNC publications (CAROLINA HANDBOOK, all college bulletins, Chapel Hill City Directory, YACKETY YACK).
8. Pick-up point for various publications (Student Health Service booklet, EITHER SIDE OF THE MUSHROOM, monthly calendar of events, class schedules during pre-registration).
9. Information concerning office hours, hours of operation, schedules for exams, campus bus systems, athletic events, Playmaker's Theatre, Morehead Planetarium, Ackland Art Museum, Friends of the College (Raleigh--NCSU).
10. Bulletin board display for current events (handled mainly by the Activities Group of the Student Union).
11. A daily schedule of events and meetings at the Student Union.

All of these services are offered in addition to the locator service and ticket sales.

Due to its central location and because it is the only attempt to coordinate information service on campus, SID is well used by the university

community (See Appendix A). Too often, however, the needs of this community are not fully met. Although SID is looked upon as the main informational source on campus, the information provided is often outdated or incomplete. Failure arises from two major defects in the present system. First, there is no systematic organization of the updating of materials. No specific staff members are held responsible for the continuing changes which occur in the informational materials. Secondly, there is no file which centralizes and coordinates the general information scattered about the campus.

A problem of communications is again present. The same two telephone lines which handle ticket information and student locator service are also used to handle questions regarding general information. The result is a further breakdown of service.

The qualifications of staff members present another difficulty. Applicants are not properly screened regarding their aptitude for working with informational services and no adequate training program is conducted for new staff members. As a result, the service is not operating at a satisfactory level. Often the quantity and quality of information disseminated depends entirely on the personal knowledge of the staff member on duty, not on the information which SID may possess.

The difficulties relating to hours of operation (mentioned in the section dealing with the telephone locator service) do not apply as much to the dissemination of general information, for the majority of late night calls are for locator information.

The final problem, which actually encompasses all three operations performed by SID, is lack of physical space. Presently, the entire operation

is conducted at a desk approximately 25 feet long with a small aisleway behind it. There are storage cabinets under the desk and on the aisleway, and a bulletin board spans the wall behind the desk. The files for the student locator service occupy approximately one half of the desk area and the cash register used for ticket sales occupies another one quarter. During heavy ticket sales and phone use the desk becomes very congested and the quality of the service is lowered. There is an office adjacent to the desk area which contains mailboxes, the supervisor's desk, a table, and a safe for the ticket money; however, there is no storage space in the office, thus complicating the already overcrowded situation.

As the university has rapidly expanded so also have informational needs. Unreasonable demands are being made on a very small operation funded and staffed entirely by students, but attempting to serve the informational needs of the entire university community, as well as the general public. The operation cannot function adequately because of the present shortage of space, staff and equipment. These problems need to be dealt with immediately if the university is to provide adequate service. It is our belief that the following proposals begin to answer many of the aforementioned problems.

II. Proposals

Based on the information services presently offered and the problems associated with them, we submit the following proposals:

A. That the student, faculty, and staff locator be moved completely outside the jurisdiction of the Carolina Union and be placed under the direction of the Chapel Hill Telephone Company.

B. That the services of the present Student Information Desk be discontinued and that the desk be used as a central ticket office for the campus and as an information desk only for the Carolina Union itself. This operation should be placed under the direction of the Carolina Union Board of Directors.

C. That a Student Information Network (SIN) be created to serve the entire university community and that it be located in the space now occupied by the Carolina Union barbershop. SIN would also be under the direction of the Carolina Union Board of Directors.

A. TELEPHONE LOCATOR

The University has chosen to own and operate a telephone company which serves the towns of Chapel Hill and Carrboro, as well as the university community. For this reason, we strongly believe that the University has an obligation to its customers to provide an efficient and accurate locator service. The present system--student, faculty and staff locator service at the Carolina Union, and the Chapel Hill-Carrboro locator service at the Chapel Hill Telephone Company--is inefficient and inaccurate. In addition, using student fees to maintain and to operate a campus-wide locator service is a gross injustice to students and a complete misallocation of funds. By paying a local service fee to the Chapel Hill Telephone Company, students are actually being charged additionally for the same service. We therefore propose that the entire locator service become the administrative and financial responsibility of the Chapel Hill Telephone Company.

The present policy of the Chapel Hill Telephone Company does not permit its operators to give out customer addresses; however, we believe that there

are special reasons for having a separate listing for the university community and for being able to give out the addresses of the members of that community. Therefore, a separate listing, having a distinct phone number, is necessary for the student locator. In this manner, if housed in the same area as local information (113), the problem concerning the present hours of operation would be alleviated, as the service would be available 24 hours a day.

As was discussed previously, the updating of the locator is a major difficulty. To overcome this, we suggest that an efficient system of communications be set up between the locator service and the Office of Records and Registration. Daily reports should be made concerning changes of addresses and phone numbers in order to maintain satisfactory service.

To alleviate the problem created by the large volume of calls at the beginning of the year, we further suggest that a new method be employed at registration, which will put student locator information in machine readable form. It then could be taken to the Chapel Hill Weekly offices and printed in newspaper form, similar to that used for class schedules. The directories would be available on the first day of classes and a minimal charge made to cover the printing costs. In order to incorporate the numerous changes of address which occur during the first weeks of the year, a second directory could be printed around the first of November. These proposals should solve the problem of the large volume of calls at the beginning of the year as well as provide a more accurate directory than is now offered.

Finally, to protect the privacy of students, we suggest that the number of addresses and phone numbers given per call be limited to two. In addition, the home address, year in school and major should not be given out.

B. TICKET SALES

In view of the problems encountered under the existing system of ticket sales, we propose that the services of the present Student Information Desk be discontinued and that the desk be used as a central ticket agency for the campus. This agency would undertake the sale of all tickets except those of the athletic department, the Morehead Planetarium, and the public tickets for the Playmaker's Theatre.

In addition to ticket sales, the Student Information Desk would be used as an information center for the Carolina Union building. The desk would be responsible for mail delivery and the master key service for the building. It would also serve as a drop-off point for campus and United States mail and for lost and found items. The Student Information Desk, then, would be used essentially for the activities of the Carolina Union, would be under the jurisdiction, administratively and financially, of the Carolina Union Board of Directors, and would maintain the same hours as the Union building.

C. GENERAL INFORMATION

In an effort to further improve the information services presently offered, we propose that a Student Information Network (SIN) be created. This center, which would serve the entire university community, would be located in the area presently occupied by the Carolina Union barbershop and would be operated financially by the university and administratively by the Carolina Union Board of Directors. SIN would be the coordinating unit for campus information services. All other services which duplicate or unnecessarily overlap the efforts of SIN should either be discontinued or restructured.

The purpose of SIN would be to provide information related to the Chapel Hill and university communities to students, faculty, administrators, and the general public in a convenient central location. SIN would concern itself with the areas of referral and current events.

The scope of SIN would be all areas of community and university life, that is, academic, social, cultural, athletic, administrative, consumer, etc.

The function of SIN is ideally conceived as being that of an information and referral center; however, it does not seem feasible to attempt to acquire all information directly. We realize that in many areas a certain amount of expertise is necessary. Questions which will be referred to appropriate offices include those concerning health affairs, legal matters, departmental and university policies, or other questions requiring judgemental or interpretative answers. Hence, we see the center as attempting to keep general, quick-answer information in most areas (such as hours of libraries, bus schedules, movie schedules, etc.) and to refer specialized and difficult questions to the appropriate agencies and departments. Other projected functions are dealt with at the end of this proposal.

Largely because of time considerations, we have not attempted to deal with the special needs of those other than students, that is, faculty, administrators, other university employees, and residents of the Chapel Hill community. Others on campus may find useful any improvements we can devise, but a study of their special non-curricular needs and desires has not been undertaken at this point.

1. REFERRAL

a. Problems of Existing System

The major problem concerning the present referral system on campus is the lack of publicity and coordination. Students frequently are not aware

that specialized agencies exist. A prime example of the breakdown in publicity is the ignorance concerning the existence of a Guidance and Testing Center and the various services which this center offers. Lack of coordination is evidenced by the fact that there are various agencies concerned with job placement, but there is no coordinating center to direct the student to the one which will best serve his particular need (e.g., part-time jobs during the school year, summer jobs, jobs overseas, jobs after graduation, etc.).

A second problem is the lack of continuous and thorough updating of information on the function and services provided by various agencies. Each year organizations and agencies change headquarters, telephone numbers, directors, or services offered. Such changes should be made known to a central bureau which in turn will pass on that information to the student.

Another problem is the lack of one center which holds copies of all published materials and the lack of knowledge as to where these publications can be obtained. For example, if a student seeks a copy of "Black Notes," he has at present very little idea of where that publication can be found and spends many wasted hours asking at one agency or another.

b. PROPOSALS

In the hope of providing coordinated, centralized access to specialized agencies and their publications and providing for systematic updating of information, we propose the following:

1. TO USE THE BARBERSHOP IN THE BASEMENT OF THE STUDENT UNION AS THE CENTRAL OFFICE FOR THE STUDENT INFORMATION NETWORK (See Appendix C concerning physical layout).

2. TO MAKE A LARGE INITIAL EFFORT TO BUILD UP A BASIC REFERRAL FILE. This file must contain all university and community agencies, with phone numbers, names of directors, headquarters and functions. It must be accompanied by a cross reference file in order to facilitate the handling of any one question that may be asked in a number of ways. (See Appendix B for a sample filing system.)

3. TO HAVE BOTH WALK-UP AND TELEPHONE SERVICE IN OPERATION AT ALL TIMES THE STUDENT UNION BUILDING IS OPEN.

4. TO HAVE COPIES OF ALL CAMPUS PUBLICATIONS AND COMMUNITY INTEREST PUBLICATIONS OF THE CHAPEL HILL AREA FOR REFERRAL USE ONLY AND TO HAVE A LISTING DESIGNATING WHERE THESE PUBLICATIONS CAN BE OBTAINED. This does not imply that SIN will undertake the responsibility for distribution of all these materials, though proposal #5 allows for specifically designated materials to be distributed.

5. TO KEEP A "MASTERLIST" OF UNIVERSITY PUBLICATIONS, THE SUPPLY OF WHICH IS TO BE MAINTAINED BY THE REFERRAL OFFICE. SIN will be responsible for distributing only the major publications--university catalogues, the CAROLINA HANDBOOK, etc. Arrangements for these publications will be made with their publishing agencies. Other printed material will be accepted for distribution, but the responsibility for keeping an adequate supply at the SIN office must be assumed by its publishing agency. SIN should reserve the right to refuse any publication it so desires.

6. TO HAVE A COPY MACHINE AVAILABLE TO THE STUDENTS FOR COPYING INFORMATION FOUND IN THE PUBLISHED MATERIAL THAT IS NOT DISTRIBUTED.

7. TO HAVE A SOUND SYSTEM OF UPDATING.
   a. To keep a record of unanswered questions and to make an effort to obtain this information in order to improve the permanent referral file.
   b. To maintain a schedule for calling designated offices and agencies to check on the accuracy and currency of information.
   c. To publicize the fact that the referral system exists and that this office is the central distribution center for available information.

8. TO DISTINGUISH BETWEEN THE FUNCTIONS OF SIN AND ALL OTHER DUPLICATING OR UNNECESSARILY OVERLAPPING SERVICE. The best example is that of the South Building desk. The South Building desk is used primarily as a visitor information center and a building information guide. It should be so distinguished by signs outside the building and in the telephone book. This will alleviate constant student oriented questions which come to South Building and cannot be answered there.

9. TO SET UP AN ELABORATE TELEPHONE COMMUNICATIONS SYSTEM OF APPROXIMATELY TEN LINES, ONLY FOUR OF WHICH WILL BE IN CONSTANT USE. THROUGH THE USE OF EXTRA PHONE JACKS, ALL TEN PHONES WOULD BE AVAILABLE IF NEEDED. In the past the campus has reached a near volatile situation during student demonstrations. At those times, no effective communication system was available that could have possibly eased tension and kept people informed. At the

University of Michigan in Ann Arbor, the central referral agency has just such a system, known as a rumor control center. In case of campus emergency, the staff can be called in, extra phones plugged in, rumors can be tracked down, and accurate information can be supplied to all areas of the University. Michigan's system is an effective safeguard in the case of a potentially dangerous situation. The major argument against such a system usually concerns its expense. Is it worth the cost? It is our opinion that any effort such a system could make to reduce personal injury or any harm to the students and the whole university community would be well worth the cost.

10. TO HAVE SIN PROVIDE A GREAT DEAL OF INPUT INTO THE CAROLINA HANDBOOK AND THE ORIENTATION OF NEW STUDENTS IN SEPTEMBER. Examples of the input of SIN into the CAROLINA HANDBOOK and suggested improvements to the handbook now in print can be found in Appendix D. As input into the orientation program, SIN would organize seminars and workshops to acquaint the student with the network's operation and the university community. Details of these suggestions would be worked out by the appropriate organizations.

2. CURRENT EVENTS

a. Problems of Existing System

The major problems in the present dissemination of current events information are the lack of coordination and the failure to distribute the information to ALL segments of the university community. Lack of coordination is primarily evidenced by the overlap of various publications, for example, the Campus Calendar published for the faculty and the Campus Calendar column in the Daily Tar Heel. In addition, items of this sort are not centrally distributed in any organized fashion and areas of specific interest are not distinguished (such as faculty as opposed to student concerns, academic as opposed to cultural).

Geographically, off-campus and south campus residents are isolated from the knowledge of current activities on the main campus. To alleviate this problem some provision must be made to permit continuous and easy access to complete current information. This would best be achieved by placing distribution points and displays in popular and convenient locations.

b. Proposals

In the hope of improving the present current events information, facilitating access to it, and eliminating the problems stated above, we propose the following:

1. THE COLLECTION, PROCESSING, AND UPDATING OF THE INFORMATION WOULD BE INCORPORATED INTO SIN. Organizations and committees wishing to have information posted or available for students would report this to the SIN office either by phone or in person.

2. THE CONSTANT UPDATING OF MATERIAL PREFERABLY BY MEANS OF GOOD WORKING RELATIONS WITH OTHER ORGANIZATIONS FOR THE EXCHANGE OF INFORMATION.

3. THE CONSTRUCTION OF A FILE FOR CURRENT EVENTS SIMILAR TO THE ONE FOR REFERRAL. (See page 13, b, 2).

4. THE ERECTION OF FREE STANDING KIOSKS AND/OR BULLETIN BOARDS IN THE SCUTTLEBUTT, CHASE, AND THE MAIN FLOOR LOBBY OF THE STUDENT UNION TO PROVIDE QUICK AND EASY DISPLAY OF SIGNS, POSTERS, AND CALENDARS. Outdoor, protected bulletin boards and maps might also be placed at various convenient points around campus, such as Wilson Library (easily accessible to graduate students and faculty) and the "Y" Building (for administration).

5. THE DIVISION OF BULLETIN BOARDS INTO SPECIFIC AREAS OF INFORMATION: CAMPUS ORGANIZATIONS AND ACTIVITIES, CULTURAL EVENTS, ACADEMICS, CHAPEL HILL AND TRIANGLE AREA INFORMATION, SALES, TRANSPORTATION, TYPING, AND BABYSITTING.

   a. CAMPUS ORGANIZATIONS AND CULTURAL EVENTS
      Large monthly calendar, similar to the smaller version presently in use, with information on the events taking place each day and with room left for added entries.

   b. ACADEMICS
      Minute-by-minute drop-add and registration information and signs designating national tests which will be given on campus such as language tests, GRE's, and law and medical boards. A list of all tutors and their services.

   c. CHAPEL HILL AND TRIANGLE AREA INFORMATION
      This would concern primarily cultural presentations in the community and on nearby campuses. It would exclude consumer advertising.

   d. SALES
      This would be similar to what is already undertaken by the Alpha Phi Omega service fraternity at the "Y". Anyone may use the bulletin board but notices must be put on 3" by 5" index cards which will be provided. The cards should be dated

so that they may be removed after a specified period of time. This would avoid the problem of notices remaining on the board after the items have been bought and sold. An employee would be responsible for removing outdated or irrelevant material and for the general maintenance of the boards.

e. TRANSPORTATION
Similar to the board in the "Y" but with added information on the bus system in the area and schedules for means of major travel outside of Chapel Hill (bus and flight information with telephone numbers of offices).

f. TYPING
A listing of available typists for student papers and where they may be reached.

g. BABYSITTING
A listing of available babysitters and where they may be reached.

6. THE SUBSCRIPTION BY THE STUDENT INFORMATION CENTER TO THE CHAPEL HILL, DURHAM, RALEIGH, AND GREENSBORO NEWSPAPERS AND THE NORTH CAROLINA ANVIL. THEY SHOULD BE MADE AVAILABLE FOR REFERRAL USE. Papers could be attached to wooden holders and kept in the vicinity of the central desk in the barbershop.

7. THE DISCONTINUATION OF THE CAMPUS CALENDAR AND PERIODIC PUBLICATION OF A LISTING OF FACULTY ACHIEVEMENTS AND ACTIVITIES. PUBLICATIONS IN GENERAL SHOULD BE ORIGINATED BY THE GROUP THEY INTEND TO SERVE.

3. PERSONNEL

There will be three levels of personnel, divided according to responsibility; a/ the director, b/ the supervisors, and c/ the student assistants. The decisions as to the number of personnel working particular areas at particular times will be left to the discretion of the director.

a. One full-time (8 hours per day) staff member to act as director correlating incoming information and over-seeing part-time help. The director would act as the policy maker as SIN expands and changes to meet new needs of the campus community.

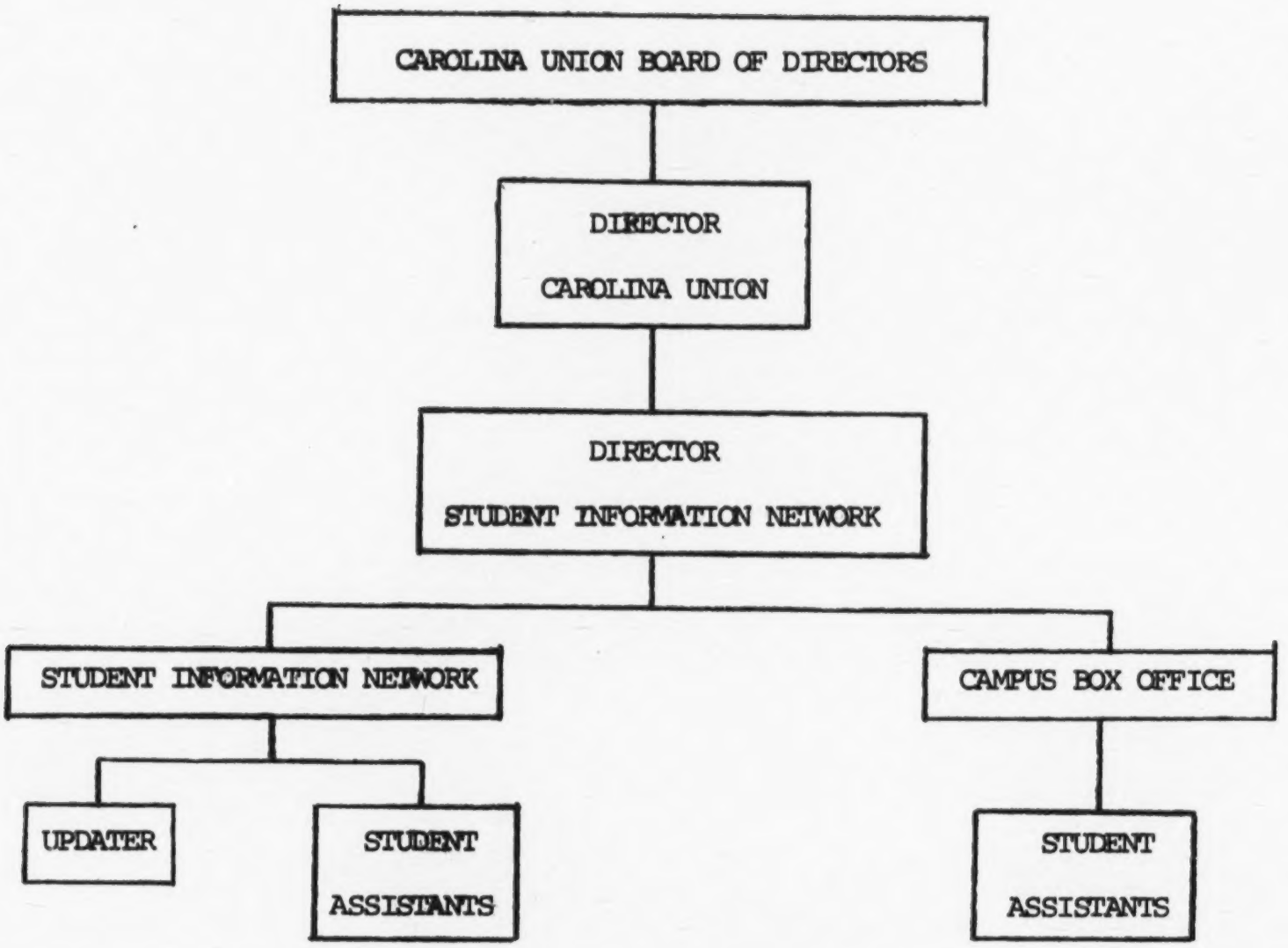
The director should have an interest in the University of North Carolina at Chapel Hill and a knowledge of its particular goals and problems. He should have a general background in the problems of information dissemination, personnel relations, and administration.

b. One part-time (4-5 hours per day) staff member to be in charge of updating materials, gathering current events information and seeing that it gets to the proper places on time. The updater, since he would be on duty longer and be carrying a heavier responsibility than the student assistants should be a graduate student in library science and should receive a larger salary.

c. Student Assistants (the number to be determined by the director) to answer telephone, give out referral information, maintain bulletin boards, and do all the general work not specifically designated here. An intensive training program similar to that of the present RA program should be instigated at the beginning of each school year to acquaint the student assistants with the information resources of the campus. In the past, the lack of previous training has led to the breakdown of the information service.

The student assistants should be sincerely interested in the information bureau, sufficiently familiar with the campus and the needs of the students (this would preclude students who had not spent at least one year on the campus), and should be outgoing, particularly since they will be working on a one-to-one basis with the users.

4. THE FOLLOWING IS THE PROPOSED ORGANIZATION CHART FOR SIN



5. FINANCING

At present, approximately $20,000-25,000 is being spent to operate the Student Information Desk. This figure merely represents the salaries of all the employees, and currently is supplied solely by money from student fees. Information from reliable sources indicates that initially this money will continue to be allocated by the Carolina Union Board of Directors. A reduction in the amount of support needed for the student union desk would come as its functions were reduced to ticket office and source of building information. Some of these funds could be transferred to providing the space for SIN. The funding of the SIN's set-up and operation would rest with the University.

The following pages represent a graphic and written proposal and projection for staffing and financing SIN.

CAMPUS BOX OFFICE PERSONNEL REQUIREMENTS

EXPRESSED IN MAN-HOURS PER WEEK

1. Present staffing. One of the two personnel on duty at the Student Information Desk spends most of his time selling tickets at present. One, two or three personnel are added, at times, to meet heavy demand.

2. The graph on the following page represents an estimation of the man-hours required weekly to operate the proposed campus box office during the first year of operation.

3. Demand for tickets

   a. Overall demand slackens during the latter part of both semesters as the number of scheduled events diminishes.

   b. Short-term demand is influenced by two factors:

      (1) The hours when students are likely to be in the vicinity of the box office and buying tickets.

      (2) The number and size of the activities for which tickets are being offered for sale at a particular time and their attractiveness to students.

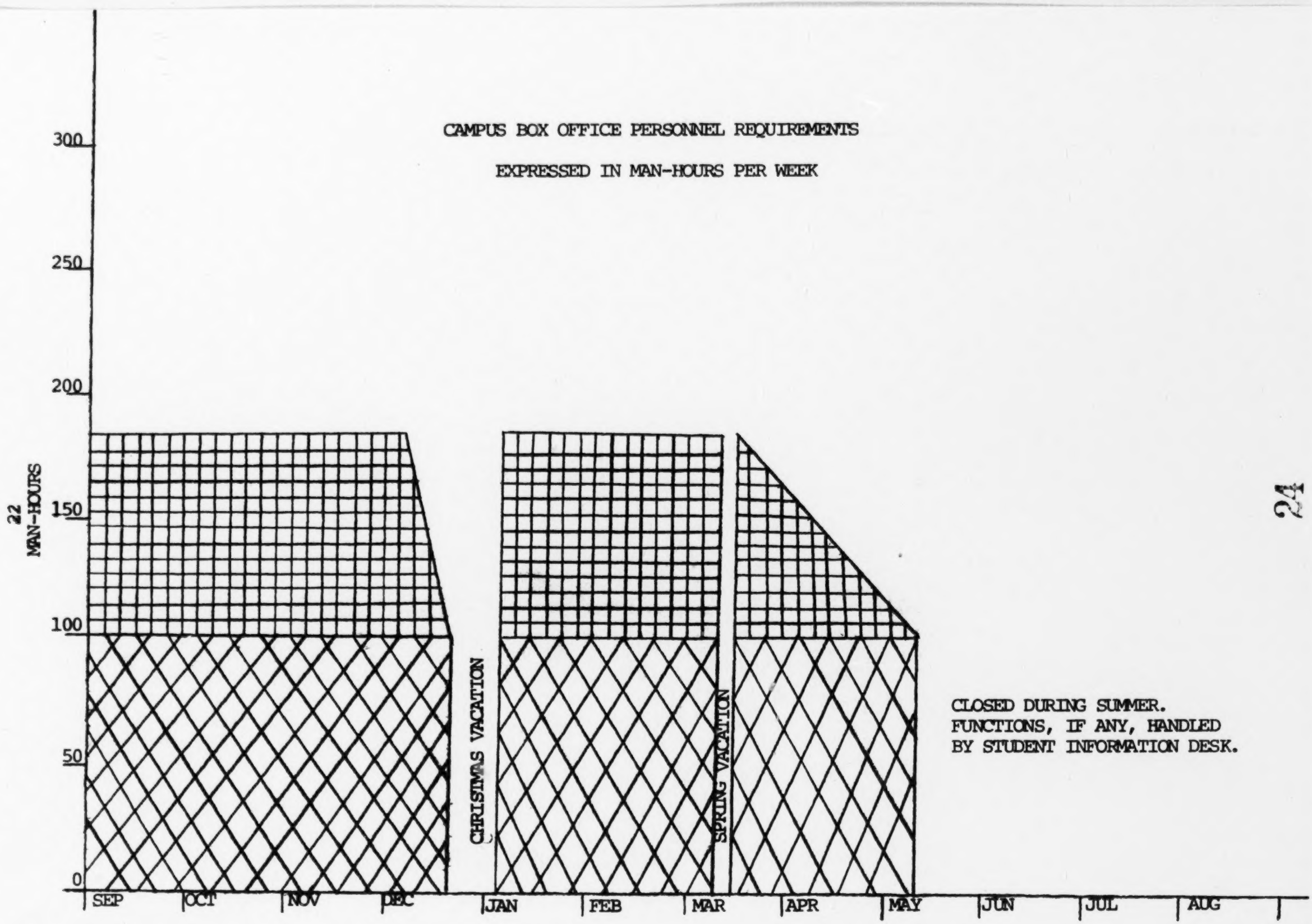
4. Basic staffing. The box office will be open during the hours the Union is open, presently 103 hours per week. One staff member will be on duty during these hours. This requirement is represented by the cross-hatched (※) area on the graph.

5. Supplemental staffing to meet 3.b. The variation in demand generated by 3.b.(1) and (2) are met by 80 hours of additional staffing weekly to be used at the discretion of the director [Checkerboard (#) area on the graph]. This figure was arrived at by considering 3.b.(1) to consist of the period 8 a.m.-4 p.m., Monday-Friday (40 hours) and considering 3.b.(2) to impose periods of heavy demand roughly equivalent to an additional 40 hours per week on the average. The director would be able to allocate these hours, however, on a day-to-day or hour-by-hour basis as actual or anticipated demand required.

6. The above also takes into account increased demand expected as a result of the centralization of ticket sales outlined elsewhere in the proposal.

CAMPUS BOX OFFICE PERSONNEL REQUIREMENTS

EXPRESSED IN MAN-HOURS PER WEEK



CLOSED DURING SUMMER.
FUNCTIONS, IF ANY, HANDLED
BY STUDENT INFORMATION DESK.

STUDENT INFORMATION NETWORK PERSONNEL

REQUIREMENTS EXPRESSED IN MAN-HOURS PER WEEK

1. Present staffing. The two personnel on duty at the Student Information Desk answer phone and in-person inquiries at present.

2. The graph on page 25 represents an estimation of the man-hours required to operate the proposed Student Information Network during the first year of operation.

3. Demand for information is pictured as gradually declining during the Fall Semester. This represents a decline in the number of requests for basic information regarding places and activities as students become familiar with the campus. After Spring Vacation there will be a further decline in the number of requests for information as activities on campus diminish.

4. Basic staffing. It is estimated that in the expanded system, using the present system as a guideline, two personnel will be required to be on duty at all times the Union is open (presently 103 hours per week) until Spring Vacation and one thereafter. This is represented by the cross-hatching (⧖) area on the graph.

5. Additional staffing.

   a. As outlined elsewhere in the proposal it is recommended that a semi-professional person be hired to maintain up-to-date information files and insure prompt dissemination of current information. This is represented on the chart by the diagonal left (\ ) area. This person will be on duty 20 hours per week.

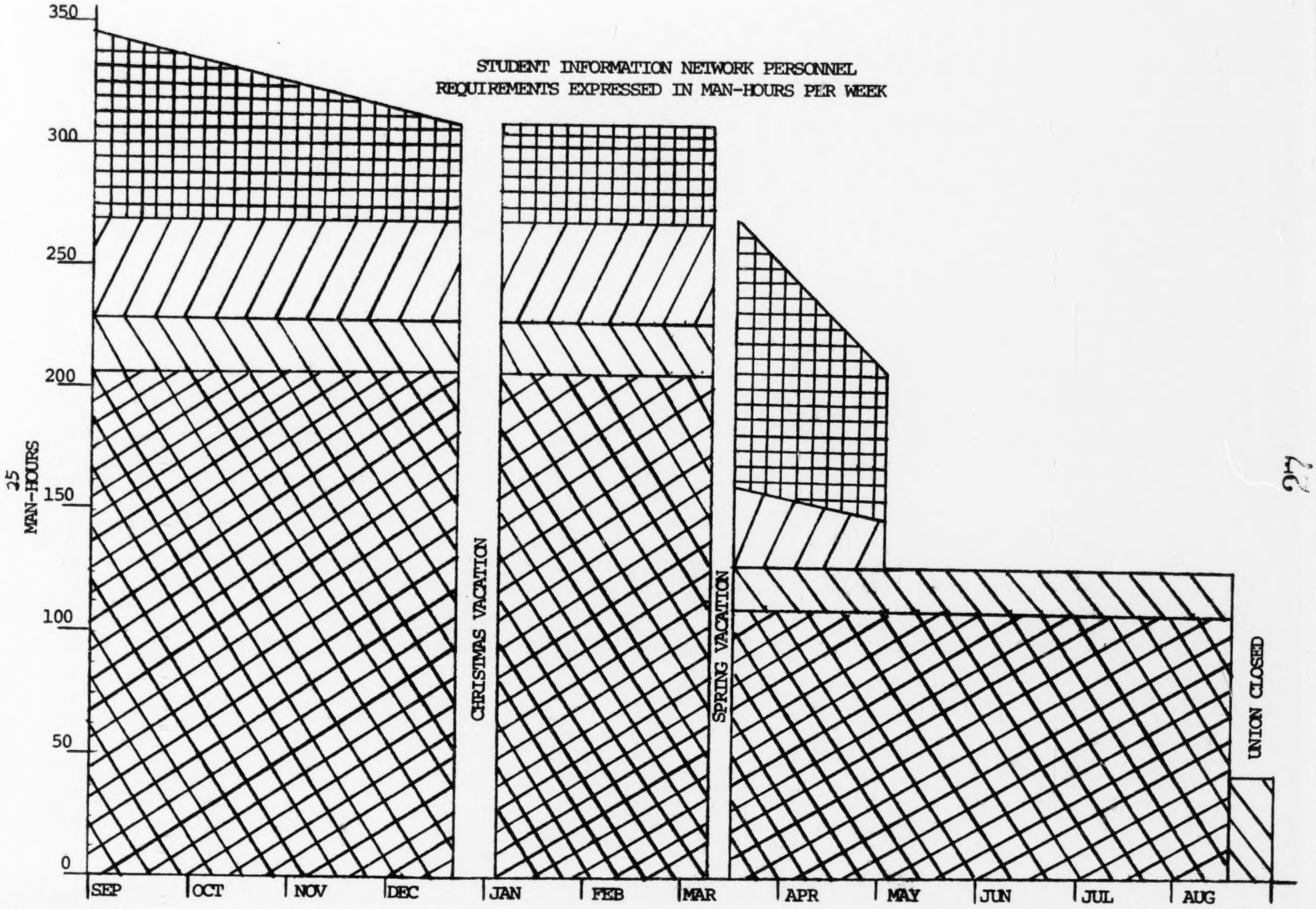
   b. Generation of informational displays (designing and producing posters and other printed material) and their dissemination (mounting on bulletin boards in Union and around campus) under the direction of the director and the position described in 5.a. is represented on the graph by the diagonal right (/) area (40 hours per week). After Spring Vacation this function will gradually diminish.

   c. The checkerboard (#) area on the graph represents additional staffing to be allocated at the discretion of the director to supplement 4. during periods of peak demand. This consists, for example, of 80 hours per week during the period of heavy demand at the beginning of the Fall Semester, permitting perhaps an additional two persons to be on duty during the 8-4, Monday-Friday level until Spring Vacation. This time is to be used flexibly by the director to allow him to concentrate as many persons as necessary at the Network during peak hours, but leaving only the basic staff there during slack periods.

6. Summer

a. One person on duty at the desk during the 103 hours per week the Union is open. Cross-hatching on the graph.

b. One semi-professional person on duty twenty hours per week. Diagonal left (\ ) on the graph. Will perform the same duties as during the regular term in addition to duties performed by 5.b. (which will be reduced to maintaining bulletin boards in Union). During slack periods will proceed with annual updating of files in preparation for Fall Semester. Will be available forty hours per week during latter part of August to proceed with large amount of information gathering to be performed then in preparation for opening of Fall Semester.


STUDENT INFORMATION NETWORK PERSONNEL
REQUIREMENTS EXPRESSED IN MAN-HOURS PER WEEK
350
300
250
200
150
100
50
0
25
MAN-HOURS
CHRISTMAS VACATION
SPRING VACATION
UNION CLOSED
SEP
OCT
NOV
DEC
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG

STUDENT INFORMATION NETWORK

ESTIMATED ANNUAL OPERATING COSTS

SALARIES AND WAGES		
Director.		$10,000
Updater (1020 hours @ $2.50/hour)		2,550
Box Office Personnel (5130 hours @ $1.75/hour). . . .		8,978
Information Center Personnel (8662 hours @ $1.75/hour)		15,158
		$36,686
PHONES		4,000
SUPPLIES		2,000
TOTAL.		$42,686

6. ADVERTISING

We realize that the revised system which we are proposing will take time to become well established as a central agency which all organizations and students will utilize to the fullest extent. However, we believe that this process could be facilitated by extensive publicity.

1. Distribution of announcements to all campus organizations and news media regarding the establishment and functions of SIN.
2. The cultivation of good working relations with these organizations.
3. Periodic advertising of SIN's services and telephone number.
4. A small booklet describing the SIN operation which would be distributed at the beginning of the year.

III. FUTURE POSSIBILITIES FOR SIN

As the introduction pointed out, this study arose out of a concern for the general information needs of students as well as for academic advising, especially on the General College level. With this in mind, the proposal was deliberately designed with flexibility. Aside from the obvious potential for educational and social reform that SIN offers merely by being an information resource, there is much potential for the extension of the referral service and for branching into counseling on academics, sex, the draft, etc. For an example of a presently operating referral service we turn to the system at the University of Illinois in Champaign-Urbana. As part of their central information office, Illinois has a subsidiary office at the library. In the afternoons, the desk is manned by graduate students, who, when confronted with a problem, refer people to the appropriate sources by actually making the necessary phone calls for the patron. For example, when a student with an academic problem contacts the service, the graduate student calls the appropriate

office and sets up an appointment for him. This eliminates much of the red tape that a student may have to go through in order to obtain aid. Information on this program is also located in the library in Manning Hall.

For a more extensive referral system, that is, one which branches into the area of counseling, we turn to the service at the University of Michigan in Ann Arbor. The central information center--76-GUIDE--also serves as a counseling office for students with problems deeper than those normally dealt with by an information center. Trained counselors are either present or on call 24 hours a day to handle almost any kind of problem. Their communications system is equipped with conference lines in order to facilitate the program and to cut down on the amount of valuable time which may be lost by having to call a "patient" back.

In addition to the 76-GUIDE, Michigan also has a peer group counseling office, the Student Counseling Office, in which students counsel other students in many areas, principally academics. This program started four years ago, was the first of its kind in the nation, and has come to be well respected in the university community. Information on both of these programs is also available in the library in Manning Hall.

The problem as we see it at UNC is whether or not to move into any of these other areas, and if so, how far to go. If SIN were to remain open 24 hours a day, counseling would have to be considered, for SIN would be breeding the late night lonely caller who just wants to talk, the suicide case, or the drug case. At Michigan 5% of 38,000 calls in a twelve month period were crisis calls. In these instances, were SIN not prepared to counsel, it could conceivably do much more harm than good.

Based on what we have proposed, these are questions that need to be considered seriously by the appropriate people in SIN, the administration

and student health services. Hopefully, these problems will be discussed and a policy formulated toward these matters early in the development of SIN, thus avoiding serious future complications.

IV. CONCLUSION

As we have tried to show in our report, information services at UNC are scattered, overlapping, incomplete, and at times, quite inefficient. The proposals we have made are intended to coordinate all the existing functions and try to eliminate sources of friction. The report is not complete in the sense that the non-curricular needs of several parties were not solicited, namely those of the faculty, staff and administrators. However, we believe that we have adequately identified and answered some of their pfoblems. In the event that further studies are made, it is our hope that the results can be incorporated into SIN.

The report was made with the hopes and expectations that some positive action would be taken on a growing problem at UNC. If we have been able to shed some light on this problem and direct people toward a better program, then we will consider our work to have been a worth while undertaking.

APPENDIX A.

RESULTS OF QUESTIONNAIRE ON SID USE
SEPTEMBER 7 THROUGH SEPTEMBER 13, 1971 DURING UNION HOURS OF OPERATION

Student telephone or address requests	By phone	3,137	
	Walk-up	1,327	
			4,467
General information or additional requests	By phone	524	
	Walk-up	344	
			868
Other requests	By phone	201	
	Walk-up	479	
			680
	ALL TOTALED		6,015

MOST FREQUENTLY ASKED QUESTIONS

1)	Student telephone numbers and addresses	4,467
2)	Free Flicks, Super Sunday	207
3)	Concert information and tickets	130
4)	Toronto Exchange	88
5)	Yackety Yack	80
6)	Campus directions	40
7)	Sports events	25
8)	Mail	22
9)	Clubs and organizations	21
10)	Draft information	16
11)	Change of address	14
12)	Unlock doors of Carolina Union	13
13)	Vacation Schedule	15
14)	Refrigerator rentals	8

APPENDIX B. REFERRAL CLASSIFICATION AND FILING SYSTEM

Recommendations for a referral classification and filing system:

1) One "card catalog" type Rolodex file of 3" by 5" index cards should be maintained; the maintenance of only one referral card file would expedite updating of information on these cards.

2) The following basic divisions within the referral card file might be used:
    1) Student Aid and Tuition
    2) Records and Registration
    3) Organizations
    4) Athletics
    5) Academics
    6) Cultural Activities and Recreation
    7) Job Opportunities
    8) Health Aids
    9) Transportation and Communication
    10) Guidance and Counseling
    11) University Organization
    12) Consumer Information
    13) Housing

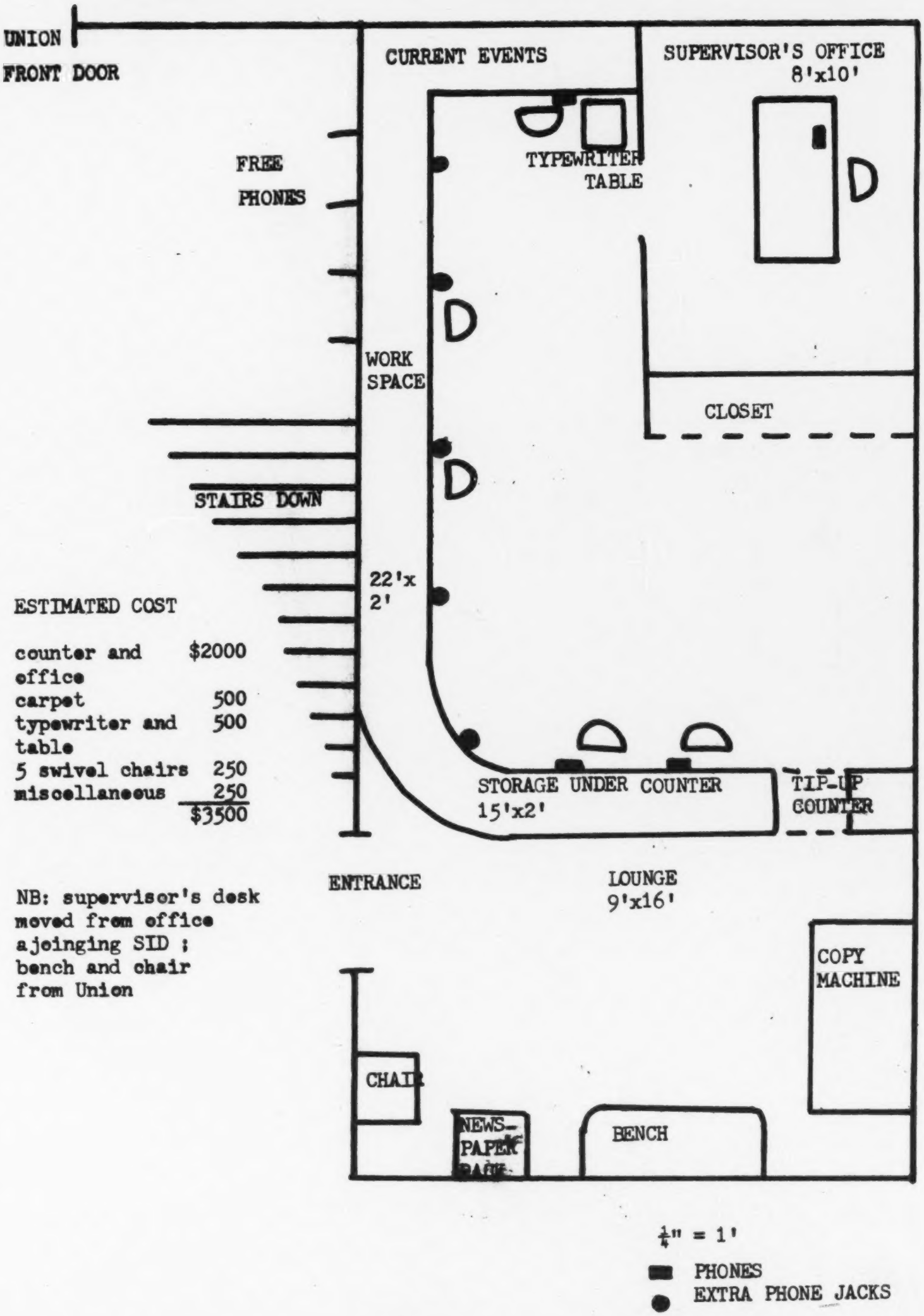
    A very complete "card catalog" type linear referral file using the above 13 classification divisions may be consulted in the library of the School of Library Science on the first floor of Manning. The file was made during the study and may be an excellent starting point for any future system.

3) Cards in the referral file should indicate with a colored, gummed star whether SIN has available for distribution to students any pamphlet, brochure, or catalog related to that particular topic. If available, these publications would be filed in the pigeon-hole shelving under the desk.

4) Maintain a "Princeton type" file system as a supplement to the referral card file. The "Princeton""file would contain catalogs, pamphlets, and brochures for use by staff members.

5) Have one supervisor or staff member who would have sole charge of updating and supplementing the referral card file and the "Princeton" file. Such a procedure would help prevent related information from being filed under two separate headings by two different staff members.

APPENDIX C: PHYSICAL LAYOUT



ESTIMATED COST

counter and office	$2000
carpet	500
typewriter and table	500
5 swivel chairs	250
miscellaneous	250
	$3500

NB: supervisor's desk moved from office ajoinging SID ; bench and chair from Union

APPENDIX D. THE CAROLINA HANDBOOK

All colleges and universities need to orient new students to their campuses. A common method of achieving this goal is through a handbook. The University of North Carolina has employed the Carolina Handbook in this fashion. However, students have a continuing need for quick access to reliable information concerning the campus and Chapel Hill as a whole.

In an attempt to fulfill these two needs, we propose that there be two volumes to the Carolina Handbook: one solely to serve as an orientation to the campus, the other to serve as an all-encompassing handbook to be used as a constant source of referral for the student throughout the entire year. Both of these handbooks should be financed and published by the administration, with student participation.

General Remarks

A. Both handbooks should be similar in size, with different colored covers.

B. The information contained in other publications such as the Student Wives Booklet, etc., should be absorbed by the Carolina Handbook, incorporating the information into the appropriate volume.

C. In order to gain the trust of campus (administration and student) organizations, a concerted effort should be made to include all information submitted for inclusion.

Carolina Handbook, Vol. I

A. General Format

The general format should be similar to the present Carolina Handbook—with pictures, quotations and other material to give the student a feel for the UNC campus.

B. Information

1. Volume I should include information that now appears in the Carolina Handbook, excluding restaurants; hours that offices, libraries, etc. are open.

2. There should also be:
   a. additional information on registration procedures
   b. a map of the campus and Chapel Hill, with a subject approach to the map
   c. SIN telephone number inside the front cover
   d. section on SIN and its services

C. In order to give the student quick access to information contained in the handbook, a detailed index is necessary. We also suggest a different format for the Table of Contents than that which is presently used. Perhaps it would be better to have larger print for the main headings, and to indent the sub-divisions.

D. Distribution

Volume I should be sent out over the summer to freshmen, transfer students, and incoming graduate students. A notice should be enclosed suggesting that the students bring the Handbook with them when they come to the campus.

Carolina Handbook, Vol. II

A. General Format

This volume should be more in the form of a directory, with concise detailed information.

B. Information

1. The material included should come under the following broad headings:

   1. Student Aid
   2. Records and Registration
   3. Organizations and Committees
   4. Athletics
   5. Academics (Departments and libraries)
   6. Cultural Activities
   7. Job Information
   8. Health Services
   9. Transportation and Communication
   10. Guidance and Counseling
   11. University Organization (Administration)
   12. Consumer Information (Restaurants, stores, supermarkets)
   13. Housing

2. It should contain such pertinent information as telephone numbers, officers, persons to contact, hours, location, services provided, etc.

3. The SIN telephone number and emergency telephone numbers should be located inside the front cover.

C. Several blank pages should be inserted in order that the student may add his own pertinent information and telephone numbers.

D. In order to give the student quick access to information contained in the handbook, a detailed index is necessary.

E. In order to defray the costs of at least volume two, perhaps advertisements could be solicited and included in this volume.

F. Distribution

This volume should be distributed to all students at registration.

Conclusion

It is our understanding that a questionnaire has been distributed to the freshmen with regard to the usefulness of the Carolina Handbook. Unfortunately, the results are not yet available. We therefore suggest that the results be looked into, since they will provide some useful insights with regard to the Handbook. A copy of this questionnaire is on the following two pages.

QUESTIONNAIRE ON CAROLINA HANDBOOK

Your time and help is appreciated. Please return the questionnaire to your RA when completed. If you have any questions or wish to discuss the freshman handbook, please contact Charles Garren in the Dean of Men's Office at 933-1309.

1. Did you receive a copy of the Carolina Handbook in the mail during the summer?
   Yes____ No____

2. Did you read the handbook prior to coming to Chapel Hill?
   Yes____ No____

3. Did your parents read it?
   Yes____ No____

4. Did you bring your handbook to Carolina?
   Yes____ No____

5. Did the handbook help in gaining an idea of what to expect at Carolina?
   ____very helpful
   ____moderately helpful
   ____not helpful

6. I have used my handbook this year:
   ____ frequently
   ____ occasionally
   ____ not at all

7. I felt that the information (orientation letter, handbook, admissions material, room assignment) sent to me prior to my arrival at Chapel Hill was:
   ____ too much information
   ____ about the right amount of information
   ____ not enough information

8. Please rate the next two parts according to the following scale:
   1 - very uninformative and very unhelpful
   2 - uninformative and unhelpful
   3 - no feeling
   4 - informative and helpful
   5 - very informative and very helpful

   An example is: I find the Daily Tar Heel:
   Very uninformative and unhelpful 1 2 3 4 5 Very informative and very helpful

   A. Rate the following sections according to the informativeness and helpfulness:

      1. Student Government:
         Very uninformative and very unhelpful 1 2 3 4 5 Very informative and very helpful
      2. Activities 1 2 3 4 5
      3. Residence Life 1 2 3 4 5
      4. University Services and information 1 2 3 4 5
      5. Athletics 1 2 3 4 5

6. Honoraries 1 2 3 4 5
7. Chapel Hill 1 2 3 4 5
8. Honor Systems 1 2 3 4 5
9. Academic Policy 1 2 3 4 5
10. Financial Aid 1 2 3 4 5
11. Honors 1 2 3 4 5
12. University Policy 1 2 3 4 5

B. Please rate these specific areas in the same manner:

1. Fraternities and Sororities
   Very uninformative and very unhelpful 1 2 3 4 5 Very informative and very helpful
2. Carolina Student Union 1 2 3 4 5
3. YM-YWCA 1 2 3 4 5
4. Campus Bus System 1 2 3 4 5
5. The Student Aid Office 1 2 3 4 5
6. Your denominational church 1 2 3 4 5
7. Your residence hall or dormitory 1 2 3 4 5
8. Banks 1 2 3 4 5
9. Restaurants 1 2 3 4 5
10. The Honor Code 1 2 3 4 5
11. The General College Advisors 1 2 3 4 5

9. The following areas were not covered or not covered adequately and should be included or expanded: _____
_____
_____

10. The following areas were not helpful and should not be included in the handbook: _____
_____
_____

11. Can you think of a publication which would be more helpful than a handbook? If so, please list. _____

12. Additional comments and recommendations for the Carolina Handbook. _____
_____
_____

13. Was the information in the Handbook easily accessible? Would it be helpful to have an index? _____